

Dr. A. Kaur

Roll No:.....

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

MAKEUP EXAMINATION- April 2018

B.Tech Semester 8

COURSE CODE: 13B1WHS834

MAX. MARKS: 25

COURSE NAME: Internet Marketing

COURSE CREDITS: 3

MAX. TIME: 1.5 Hrs

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions carry equal marks.

1. Discuss the tangible benefits of internet marketing.
2. Discuss Psychographic segmentation with examples.
3. What are the social barriers to internet adoption?
4. What are the five different type of web users as were suggested by Lewis framework.
5. Discuss briefly
 - i. Attack e-tailing :
 - ii. Defend e tailing
 - iii. E2E (end to end) integration